



Grow the File: Finding the Right Audience

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Agenda

- What Have We Done
- What Can We Do
- What Else Do We Offer
- What Can You Do

What Have We Done

- Match-Back
- Reverse append warm prospects
- Identify best deep lapsed using Apogee super-duping strategy
- Shift focus giving more weight to response for some stations
- Merge Optimization

What Have We Done

- Match-Back

- Perform bi-annual match-backs to identify new donors acquired through online channels that recently received acquisition mail.
- Data shows direct mail supports and enhances other channels.
- Goal is perform this process for all stations two times annually.

CY18	Mailed	Gifts	Resp	Avg. Gift	CP\$R	Rev/M	Total Rev	Net/Dnr	Net Income	Total Cost	Cost/M
WGBH	641,240	1,602	0.26%	\$45.46	\$3.41	\$113.57	\$72,824	-\$109.58	-\$175,547	\$248,371	\$387
WGBH Matchback		645		\$114.38			\$73,774	\$114.38	\$73,774		
WGBH Ttl	641,240	2,247	0.35%	\$65.25	\$1.69	\$228.62	\$146,598	-\$45.29	-\$101,773	\$248,371	\$387

What Have We Done

- Reverse Append Warm Prospects
 - PBS prospect file of email addresses appended with postal addresses to create a DM prospect list.
 - This list can then be further qualified with other types of appended data including demographics and psychographics and other transactional behavior.
 - May also qualify names using Apogee SD strategy or optimization.

What Have We Done

- Identify best deep lapsed and prospect audience using Apogee super-duping strategy.
 - Currently being done across limited stations.
 - Send deep lapsed names not being mailed in renewal or regularly mailed and any other warm prospect universes to flag with activity from Apogee DB in last 12 months (Super Duping), identifying the active donors.
 - Successfully mailing the Super Dupes for stations that have tested.

UNC 3.19

	Mail Qty	Resp Rate	# Donors	Avg Gift	Total Rev	Rev/M
Lapsed-L12 \$20+ Apogee SD	2,797	0.86%	24	\$41.75	\$1,004.26	\$358.24
Multi-Buyer Follow-up	29,471	0.50%	147	\$46.86	\$6,905.06	\$235.32
Outside Lists	192,732	0.45%	867	\$48	\$41,630.11	\$216.16
Overall Mailing	225,000	0.46%	1,039	\$47.69	\$49,539.43	\$220.18

What Have We Done

- Our plans have traditionally been very balanced with focus on cost to acquire and CP\$R including an overall response and gift target by station.
- This year we shifted strategy for many stations with more focus on response rate.
 - Collaborated with co-ops to push toward adjustments for increased response and lower gift. This is an on-going effort.
 - Re-tested into lists with traditionally higher response and lower gift.

Co-ops	Mailed	Resp Rate	Avg Gift	Total Rev	Rev/M
2018	791,225	0.42%	\$ 49.52	\$ 163,303	\$ 206.39
2019	454,939	0.45%	\$ 50.84	\$ 104,899	\$ 230.58

**only comparing 1st half of CY, as no results for late CY19 available

What Can We Test

- Capitalize on working SD strategy and utilize across all stations, now only limited usage.
 - Can this be used on all mailings for deep lapsed and even warm prospects?
 - Identifies about 10%, so send largest pool possible.
 - These identified names have donor activity in last 12 months.
- Re-mail/follow-up mailings using best names.
 - Identify best names using Apogee model and re-mail top 10-25% of names 2-6 weeks later instead of mailing to less productive names.
 - Perhaps change package to include follow-up messaging as an option.

What Can We Test

- More frequent smaller campaigns.
 - Increase number of mailings by 1-2 and mail only the top files each mailing.
- Use multiple channels for communications with cold co-op names, serve digital offers and even emails surrounding the first mail offer.

What Can We Test

- Make a point to bring on lower dollar donors to more quickly expand the base and work on upgrades.
 - Organizations such as AARP and some political organizations have had success with this.
 - Some organizations have made this the rule and have had success upgrading \$10 to \$50 and higher.
 - Have seen recent data showing a 58% renewal rate of \$15 and under group. This was stronger than upper ranges although value of the donor was still lower.

What Can We Test

- Ask String Optimization
 - Would require packages with ask array.
 - Goal is to target individual with gift amounts based on their giving history to increase response.
 - Individualized ask arrays
 - Optimize revenue

What else can we do to help you?

- Append Services

- Append emails where missing on your file.
- Reverse Append services – finding postal addresses when you only have emails.
- Demo's and lifestyle elements.
- Wealth screening
- Info Persona
- Over 1,000 append options available.

What can you do?

- Identify your pool of deep lapsed and warm prospects to include in each acquisition using our filter techniques –know your universe prior to planning.
 - Budget for these, expect about 10% to be identified.
- Think about all your warm names and what added information you need to covert them to viable media for additional communication channels.
- Can we help you learn more about pockets of donors and house prospects using all our other available append services?

What can you do?

- Determine your goals and communicate priority:
 - Number of New Donors
 - Net Cost to Acquire
 - Net Revenue
 - Etc.
- What are you willing to accept in acquisition CP\$R to build the donor base back up?
- Do you want fewer \$40 donors or many \$15 donors?
- Know the immediate and long terms goals and communicate to Infogroup/Nextgen team prior to plan creation. Be collaborative.



Thank You for Your Partnership

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